

### ABSTRACT

A method of optimizing a product factor is provided wherein factors associated with a product are received. Moreover, all including available shelf space sets which 5 may be used to house the product, are received and one a factor to optimize is selected.

The invention utilizes Furthermore, functional data for optimizing one factor associated with a product, is presented wherein the functional data may contain one or more factor data have relating to categories, financial data, product identification, and shelf space set data are provided. The method may additionally employ Further, constant 10 value data, is included where predetermined comprising values and/or logical expressions, and are provided. Also, optimization instruction data, is provided and operable to determine an optimal value for a selected factor data.

Moreover, a A system for optimizing product placement on store shelves is provided comprising a data collection set of executable instructions operable to collect 15 factor data and a constraint set of executable instructions operable to receive predetermined values associated with the factor data. The system may further comprise an optimizing set of executable instructions, is operable to calculate an optimal value for at least one factor data.